VIRGINIA SLIMS 1995 CREATIVE ROTATION SCHEDULE

	Jan.	Feb.	March.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.
Print (Issue Date)													
Mainline	Oldies But Goodies/ Beat It	---	Who's Cooking/ Short Cuts	Night on the Town (Pink)/She Means Business (Menthol)	Center Stage/ Night on the Town (Red, White, & Blue)	A Woman's Place	Rotation of April, May & June ads	V-Wear Glamour (P) Signature(S)	B-Baby (P) Wildcat-Rosie (P) Sounds Right (S)	Book of Days (P&S)	Meow-Susan (P) Night Owl (P) Sounds Right (S)	Holiday (P) B-Baby (S)	Night Owl (P) Sounds Right (S)
Ask Virginia	---	---	---	---	---	---	---	---	---	B-Baby	Meow-Susan	Holiday	Night Owl
Ethnic	Beat It	---	Blow Out	Blow Out	Boss in Plaid	Boss In Plaid	Various	Wildcat-Rosie (P)	Night Owl(P)	Rosie-Wildcat (P)	Night Owl (P)	Rosie-Wildcat (P)	Night Owl(P)
FSI	---	V-Wear (Pg.)	---	Misty Offensive	---	---	V-Wear	---	---	B.O.D	---	---	
OOH (Posting Date)		Blow Out/ Short Cuts	---	---	Twilight-Debbie/ Pillow Talk-Susan/ Pretty in Pink	Twilight-Debbie/ Pillow Talk-Susan/ Pretty in Pink	Poolside-Susan/ Poolside-Dbl./ V-Wear	*Poolside-Susan/ Poolside-Dbl./ V-Wear	---	Nightlight-Susan Jungle-Lana B-Baby	Nightlight-Susan Jungle-Lana	Holiday	
In-Store	---	V-Wear (Ctn/Pk)	---	---	---	---	V-Wear (Ctn/Pk)	---	---	B.O.D.	---	---	---
Events	---	---	---	SWS Tampa St. Louis Memphis	Legends Tampa SWS Richmond Raleigh	Legends Charlotte Richmond SWS Philadelphia Nashville	---	---	SWS Charlotte	Legends Oklahoma City Houston SWS Birmingham Jacksonville	SWS Miami Charlotte	Legends Delray Beach	
Direct	---	SC#1 (V-Wear)	Menthol Offensive #1 Misty Offensive #1	SC#2 (Summer Splash)	Legends Charlotte Richmond	---	SC#3 (V-Wear) Misty Follow-Up Wave #1	Misty Follow-Up Wave #2 Legends Oklahoma City Houston	---	SC#4 (BOD) Legends Delray Beach	---	SC#5 (Holiday)	---
Other	---	---	---	---	Greenville ½ Ctn. Test	Retail Visibility Program	MediaOne Test	Retail Visibility Program	---	Retail Visibility Program (Under consideration)	MediaOne test	---	---

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Source: https://www.industrydocuments.ucsf.edu/docs/lfln0004